

ABSTRACT

To provide a liquid-crystal-panel drive, driving method and its program, and a medium capable of preventing unevenness on a display face from occurring after turning off a power supply in a liquid crystal display apparatus using OCB mode liquid crystal.

A liquid crystal display apparatus has a liquid crystal layer 1 using OCB mode liquid crystal, a driver 2 of applying a voltage to the liquid crystal layer 1, a liquid-crystal driving power supply 3 of supplying power to the driver 2, and a switch 4 of outputting an on/off signal to the driver 2 and when the switch 4 is outputs an off signal, the driver 2 applies a predetermined voltage which can be applied to each pixel of the liquid crystal layer 1 for predetermined time and after the elapse of the predetermined time, stops the supply of power to the driver 2 from the liquid-crystal driving power supply 3.